Growth of electronic media

*89. SHRI MATILAL SARKAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that uncontrolled growth of electronic media in the field of advertisements is badly affecting the cultural health of the society;

(b) whether any assessment of the adverse effect of such advertisements on socio-cultural environment has been made;

(c) the details of the steps taken against the erring and ugly pictures in both advertisements and other film-shows during the last one year; and

(d) the details of Government's policy to be adopted in this respect?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (d) There has been an exponential growth of electronic media in the last decade. The Government is aware of the fact that content of TV advertisements can affect the cultural health of Society. However, the exact magnitude of the adverse impact is extremely difficult to establish. No specific study/assessment of the adverse affect of advertisements on the cultural health of the society has been done by the Government.

In so far as Public Service Broadcasters *i.e.* All India Radio and Doordarshan are concerned, their advertisements are governed by the Broadcast Code and Code for Commercial Advertising which *inter-alia* prohibit telecast of any advertisement which offends morality, decency and religious susceptibilities of the people.

Advertisements telecast on TV Channels transmitted/re-transmitted through Cable Service Network are required to adhere to the provisions of Advertising Code prescribed under the Cable Television Network Rules, 1994 which *inter-alia* provides that advertisements carried in the Cable Service should not offend marality, decency and religious susceptibilities of the subscribers.

Government has constituted an Inter-ministerial Committee under Section 20 of Cable Television Networks (Regulation) Act, 1995 which is a Standing Committee, to look into the violation of the Advertising Code. Cognizance of violations of the Advertising Code is also taken *suo-moto* by the Committee and on its recommendations. TV Channels are directed

not to telecast advertisements found violative of the Advertising Code. In the past, TV channels have been directed not to telecast certain advertisements of undergarments, cosmetics and condoms which were found to be violative of the Advertising Code.

As regards, public exhibition of films, the same are released after certification from Central Board of Film Certification (CBFC) under the provisions of the Cinematograph Act, 1952 and guidelines framed thereunder. Guidelines under the Act, *inter-alia*, provide that scenes depicting anti-social activities such as violence, *modus operandi* of criminals or scenes glorifying drinking, glamouring drug addiction etc. are not depicted.

Ban on advertisements of liquor

†*90. SHRI KRIPAL PARMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have imposed a total ban on telecast of advertisements of liquor in print and electronic media;

(b) if so, whether it is a fact that certain liquor manufacturing companies are freely telecasting advertisements of soda in the name of famous brands of liquor in print and electronic media, which is mockery of the said ban;

(c) if so, the preventive steps being taken by the Government; and

(d) if no action has been taken so far, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (d) All India Radio and Doordarshan both follow their Code for commercial advertising which prohibits advertisements of liquor.

Advertisements on all satellite TV channels when transmitted/re-transmitted through the Cable Television Network are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. The Advertising Code *inter alia* prohibits advertisements, which promote directly/indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants.

Complaints/suggestions from members of the public and organizations are received from time to time regarding alleged violations of the Advertising Code. The Central Government has constituted an Inter-Ministerial Committee under Section 20 of the Act to look into

† Original notice of the Question was received in Hindi.